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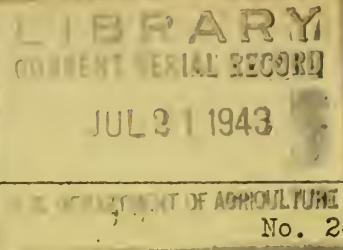
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FOOD INFORMATION  
Office of Information  
U. S. Department of Agriculture



June

Goals Program

### MAINTAINING OR INCREASING MILK PRODUCTION

Pass the ammunition. In this case the ammunition is information in support of the 8-point dairy program to help the Nation's dairymen increase or maintain milk production in the months ahead. Back of this drive are the War Food Administration and the Dairy Industry Committee, and their respective field forces, working in cooperation with all Federal and State agencies and institutions concerned.

Yes, a lot has been done, a lot is being done, to get production. Reaching the 122-billion-pound milk goal isn't going to be easy. Preliminary indications on milk production through May in relation to the rate suggested by the goal program show:

12 States up to or exceeding the goal rate.

16 States slightly below the goal rate (ranging from 1 to 3 percent below).

13 States materially below the goal rate (4 percent or more below).

7 States, data insufficient to provide an estimate.

#### HOW ABOUT YOUR STATE?

The War Food Administration and the Dairy Industry Committee have jointly developed an 8-point program stressing the possibilities of providing more home-grown feeds and of utilizing them more efficiently in the production of milk. The program emphasizes the following practices:

1. Provide abundant pastures.
2. Provide plenty of good hay.
3. Provide abundant silage.
4. Condition cows for freshening.
5. Feed good roughage liberally.
6. Feed balanced rations.

DISTRIBUTION: Sent to extension directors, editors, dairymen, and economists in marketing and farm management for primary information use in the States; and to War Boards and others for their information. Coverage, all States.

USE: Adaptation and use in news and feature stories, on radio, etc., in connection with the 8-point dairy program.

7. Feed to avoid summer slump.
8. Raise calves with less milk.

Industry support of the 8-point program. The Dairy Industry Committee, composed of the seven national associations representing butter, cheese, dry milk, evaporated milk, fluid milk, ice cream, and dairy machinery, has joined with the War Food Administration in presenting an 8-point program. The Committee is distributing a series of colored posters, each dealing with one of the eight points or principles of efficient milk production. These posters are being distributed through the manufacturers, processors, and distributors of dairy products in the 48 States. In addition, the message will be carried to producers through the medium of printed cards to be enclosed with milk checks. Upward of 5,000 dairy concerns are being asked to participate. The field men of these dairy companies in their respective territories are working in cooperation with county agents in "selling" these principles of efficient milk production to producers.

The industry is cooperating with Federal agencies in publicizing the 8-point program by means of press and radio. Through State extension directors, the Dairy Industry Committee has made available a set of the posters to every county agent in the country.

Milk goal.

122 billion pounds.

This is an increase of nearly 2 percent above 1942's record production.

What we need:

Actually we need 140 billion pounds. But in view of production problems, we face a huge task in getting the 122 billion pounds.

Here's how the 122 billion pounds will be divided:

100 billion pounds is marked for civilian use.

22 billion pounds for noncivilian use.

Price support.

United States Department of Agriculture price supports for dairy commodities produced in 1943 are as follows:

<u>Commodity</u>	<u>Price Support</u>
Butter . . . . .	46 cents a pound for 92-score butter, Chicago basis.
Cheese . . . . .	Equivalent to 27 cents a pound for U. S. No. 1 American Cheese, Plymouth basis.

Price support (Continued)

<u>Commodity</u>	<u>Price Support</u>
Dry skim milk and evaporated milk . . .	12.5 cents for roller and 14.5 for spray process, extra grade, f.o.b. plant, Midwest basis, with support prices for evaporated milk about in line with prices for butter and dry skim milk.

Suggestions to extension workers:

1. Carry the message of the 8-point program to all dairy farmers in your State.
2. Coordinate activities with those of State associations and others representing the Dairy Industry Committee.
3. Localize the program through all media of information and education. This program offers a splendid opportunity for how-to-do-it stories.
4. Discuss the program at 4-H Club, vocational education, and F.F.A. meetings.
5. Establish demonstrations and hold meetings covering as many of the eight points as possible, such as early cutting of hay, grass and legume silage, and related topics.
6. Arrange for barn meetings to discuss specific parts of the program.
7. Arrange for State and county publicity relative to milk-production goals, including progress being made in reaching those goals and information on the feed situation.
8. Time State and county publicity to coincide with issuance of series of posters by Dairy Industry Committee.

Timetable. The following timetable is suggested for local adaptation in connection with the 8-point dairy program. Note: Because of lateness of the season in parts of the country, some of the June items will be applicable in July.

June (running into July).

1. Through press, radio, and other outlets, play up copy in posters Nos. 2, 3, 4, and 5.
2. Move stock from permanent pasture.
3. Provide emergency pastures seeded to lespedeza, Sudan grass, small grains, etc.
4. Replace winter-killed alfalfa stands promptly with some emergency hay crop.

July.

1. Through press, radio, and other outlets, play up copy in posters Nos. 6, 7, and 8.
2. Hay conservation and harvest.

August.

1. Through press, radio and other media, play up copy in poster No. 9.
2. Rotation of pasture to increase yields and to prevent overgrazing and grass killing. Important in irrigated areas.

September.

1. Fall and winter feeding. Get cows into condition to keep up production during the winter.
2. Provide for early spring pastures. Rye in northern areas.

October.

1. Winter feed program. Urge keeping of young stock on late pastures to save feed for producers.
2. Seeding for early spring pastures. Rye for northern areas.

Much of the so-called summer slump in milk production is the result of failure to recognize the inadequacy of summer pastures and to provide supplementary feeds.

Every dairy farmer has observed that when his cows are first turned on pasture in the spring they come in at night with their sides bulging. The milk flow increases. Young, tender grass is not only palatable, but the best feed that a cow can get.

After a couple of weeks the cows may still get a good fill from the pasture; but at the end of another 2 weeks, perhaps, it may be noticed that the cows are not so well filled and that the milk flow is starting to decline. After still another 2 weeks, the decline in milk may be well on its way.

In the southern part of the dairy belt the greatest decline in milk production occurs in the month of June. In the northern part of the dairy belt the decline will be a little later. Just as soon as the cows show signs of not getting enough to eat, is the time to provide additional feed.

Since the cows do best when the grass is young and tender, the best remedy, obviously, is to provide the same kind of pasturage later in the season after permanent pastures have passed their peak. Where lespedeza thrives, it is as good as or better than any other crop for maintaining the production of milk. Furthermore, it is easily grown and continues to grow until frost. North of the zone where lespedeza thrives, the dairy farmer must resort to other kinds of pasturage. In most sections it is now too late to plant small grains or

Sudan grass. The best that can be done is to pasture the fields from which the hay crops of grasses or clovers have been removed, or to turn the cows into the fields of alfalfa or sweetclover.

Possibly many farmers will not be able to furnish fresh pasturage in any of these ways. In that event they should start feeding hay or silage just as soon as the cows show signs of not getting enough feed from the pasture, and then continue feeding as much hay or silage as the cows will eat for the remainder of the summer, or until the pasturage becomes good enough to give the cows all the good grass they can eat.

But this is not all that needs to be done. No matter how much hay and silage the cows are fed, the nutrients they get from these feeds will not equal those from fresh green pasturage. Some grain must be fed to prevent severe declines in the milk flow. Some persons have undertaken to state exactly how much grain should be fed to cows on pasture. Any such inflexible directions are liable to be very faulty because pastures vary tremendously in their palatability and yield. Pastures may furnish the best feed or they may furnish nothing but exercise. Furthermore, one cannot well estimate from the appearance of the pasture how much grass the cows will graze. Consequently the safest rule is to watch the condition of the cows for fill and flesh and observe whether the milk flow is being maintained satisfactorily. If the cows start to lose flesh, or if the milk flow declines unduly, the cows positively need more grain. No milking cow at any time should become thin, although, of course, it is natural for good dairy cows to be spare in flesh.

The summer slump would not be so bad if it ended with the summer. The trouble is that the milk flow continues to decline until well into the fall. A study of records from 12 representative States in which equal numbers of cows freshened each month of the year, shows that cows reach their low point on the average in November. A lack of feed is not responsible for all the summer slump. On hot days cows suffer from the heat, their temperatures may rise several degrees, and both their appetite and milk flow are affected. The value of shade during the hottest part of the day is obvious.

#### REFERENCES

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